RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Joe:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **180** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
12	*Winston Filter Box*	12300-24876
12	*Winston Light Box*	12300-22772

Product / Premium Arrival: **December 8, 1997**

Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE: **0.8260**

SKU WT (w/o Product): **1.5000 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$6,570.75**

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.70¢ 2-Pack Tear Tape
STANDARD ROSENBAUM

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box*.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$336.00 (12 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 511800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
62202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	4		3459-0000	05967	(315)593-7844
62210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	2				(914)647-4999
62210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1		3459-0000		(914)647-3850
62301	162323	705985	NORTHWAY DISCOUNT B	34 RILEY AVE	PLATTSBURGH	NY	12901	2				(518)561-0710
62302		675061	BP GAS STATION	RR 1 BOX 1979	LAKE GEORGE	NY	12845	2				(518)668-3130
62302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		3459-0000		(518)668-5386
62302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1		3459-0000		(518)798-8862
62302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	NYS	3459-0000		(518)792-6641
62303	162322	422751	SUNOCO SCOTIA #1493	ROUTE 184	SCOTIA	NY	12302	1		3459-0000		(518)374-8830
62303	162324	704360	DOLLAR PLACE	2080 WESTERN AVE	GUILDERLAND	NY	12084	2			72926	(518)862-0161
62303		484689	RK CONVENIENT	457 STATE ST	SCHENECTADY	NY	12305	2				
62303	162324	703580	UNITED QUIK STOP IN	52 FULLER RD	ALBANY	NY	12205	2				(518)459-7667
62303	162324	717366	BALLTOWN BEVERAGE	480 BALLTOWN RD	SCHENECTADY	NY	12304	4				(518)393-2546
62303	162322	727846	MPC OF ALBANY INC.	1823 WESTERN AVE	ALBANY	NY	12203	3				(518)456-4223
62303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	2				(518)374-4615
62303	162322	649931	UNITED QUIK STOPS	1229 WESTERN AVE.	ALBANY	NY	12203	2				(518)482-5738
62303	162324	665430	CASH & CARRY BEVERA	2-4 KELTON AVE	SCHENECTADY	NY	12304	2				(518)346-4611
62304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	2				(518)785-6499
62304	162321	175520	VITA-MART	62 MILTON AVE	BALLSTON SPA	NY	12020	2				(518)885-1192
62304	162325	283626	NO TROY FOOD CIRCUS	28 112TH ST	TROY	NY	12182	2				(518)235-4842
62304	162321	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	12118	2				(518)664-6801
62304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	2				(518)274-1135
62304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	2				(518)783-5580
62304	162321	569160	SCHANZ'S DISC BEVER	3RD AVENUE & 4TH	WATERVLIET	NY	12189	2				(518)273-4045
62304	162324	571951	COLONIE STAR BEVERG	1823 CENTRAL AVE	ALBANY	NY	12205	2				(518)869-5579
62304	162322	571952	LATHAM BEVERAGE CTR	601 NEW LOUDON RO	LATHAM	NY	12110	2				(518)785-3758
62304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	2				(518)489-7400
62304	162321	596446	SANTOSH K. RAIZADA	4 FIRE RD	CLIFTON PARK	NY	12065	2				(518)373-1470
62304		717428	WEST ALBANY NEWS CE	294 SAND CREEK RD	ALBANY	NY	12205	2				(518)489-8102
62304	162322	721863	PAYLESS BEVERAGE	1021 TROY SCHENEC	LATHAM	NY	12110	2				(518)785-4074
62304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PARK	NY	12065	2				(518)383-6806
62304		740308	ZULLO'S GROCERY	125 MAIN ST	COHOES	NY	12047	2				(518)237-9408
62304	162321	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE	GREENWICH	NY	12834	2				(518)692-8298
62304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	2				(518)449-7577
62304	162321	239719	XTRA MART #1473	RT 9 EXIT 13	BALLSTON SPA	NY	12020	1		3459-0000		(518)584-9957
62304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	2				(518)273-9781
62304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1		0362-0102		(518)237-4079
62304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SPA	NY	12020	1		3459-0000		(518)882-9633
62304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1		3459-0000		(518)271-9791
62304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		3459-0000		(518)233-7393
62304	162321	548849	T & C MINI MART	500 13TH ST	WATERVLIET	NY	12189	2				(518)272-3466
62304	162321	597833	X-MART	22 CENTRAL AVENUE	MECHANICVILLE	NY	12118	1		3459-0000		(518)664-7503

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TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
62304	162321	642177	NISHA-9-INC.	DBA/BROOK FOODS	BALLSTON SPA	NY	12020	2				(518)885-4669
62304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	3				(518)783-1143
62304		700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	2				(518)238-0253
62304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2				(518)235-6397
62304	162322	745223	CITY NEWS & DELI	705 BROADWAY	ALBANY	NY	12207	2				(518)434-4364
62304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PARK	NY	12065	3				(518)371-3967
62304		777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	2				(518)785-1981
62305	162326	035936	M & B STOP & SHOP	ROUTE 85	WESTERLO	NY	12193	2				(518)872-0701
62305		586856	Z'S PETROLEUM	RT 81 & RT 9W	WEST COXSACKIE	NY	12192	2				(518)731-2768
62305		667474	AUBURN NEWSSTAND	MILEPOST 103 NORT	MALDEN-ON-HUDS	NY	12453	2				(914)246-0336
62305		727518	REESE'S MARKET	367 LIVINGSTON AV	ALBANY	NY	12206	2				(518)434-2254
62305		738971	PAK NEWS & VARIETY	87 N LAKE AVE	ALBANY	NY	12206	2				(518)432-5960
62305	162326	767522	ALCOVE STORE	ROUTE 143	ALCOVE	NY	12007	2			27516	(518)756-2043
62305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1		3148-0000		(518)465-3384
62305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	2				(518)622-9958
62305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	2		3148-0000		(518)465-2864
62305	162326	482562	MUSA AUTO CARE	ROUTE 81 & 32	GREENVILLE	NY	12083	2				(518)966-4317
62305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518)489-8512
62305	162322	515008	OLIVER'S BEVERAGE	105 COLVIN AVE	ALBANY	NY	12206	2			15768	(518)459-2767
62305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		3148-0000		(518)781-4865
62305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W	WEST COXSACKIE	NY	12192	5				(518)731-1020
62305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	2				(518)446-0404
62305		698511	PALENVILLE MARKET	RT. 23A	PALENVILLE	NY	12463	2				(518)678-9287
62305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	2				(518)424-6786
62305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	2			31021	(518)433-0749
62305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	2				(518)465-4232
62305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON ON H	NY	12033	1		3148-0000		(518)477-1048
62306	162328	226570	XTRA MART #1430	ROUTE 9G	GERMANTOWN	NY	12526	1		3459-0000		(518)537-9936
62306	162328	130132	SHOPP-ON-THE-GREEN	HEALY BLVD	HUDSON	NY	12534	2			08375	(518)828-6866
62306	162325	475428	TURNPIKE BEVERAGE	122 COLUMBIA TPKE	RENSSELAER	NY	12144	2			15420	(518)434-2337
62306		491196	NEWS STAND	AMTRAK TRAIN STAT	RENSSELAER	NY	12144	2				(518)449-8097
62306	162326	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPK	CASTLETON ON H	NY	12033	2				(518)477-5482
62306	162325	583069	BEVERAGE MART	79 MAIN AVE	WYNANTSKILL	NY	12198	2			15966	(518)283-4241
62306	162325	637167	J&J RETAIL INC.	DBA $1.00 DEALS	RENSSELAER	NY	12144	2				(518)479-0324
62306		731974	OK GROCERY	346 CONGRESS ST	TROY	NY	12180	2				(518)271-1250
62306		769337	PITSTOP DISCOUNT BE	176 ROUTE 66	HUDSON	NY	12534	2			51235	(518)828-1012
62306		770001	CHERRY PLAIN PANTRY	ROUTE 22	CHERRY PLAIN	NY	12040	2				(518)658-3160
62306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	2			25544	(518)286-2706
62306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180	2			17515	(518)272-9753
62306	162326	740282	GOTHAM CITY	568 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	2				(518)479-3766
62306	162325	746203	GREENBUSH DISCOUNT	PETER G. ENZIEN E	TROY	NY	12180	2			04390	(518)283-2230
62306	162326	265445	XTRA MART #1479	ROUTE 23	CRARYVILLE	NY	12521	1		3459-0000		(518)851-2419
62306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	3				(914)758-2493

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
62306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	2			15438	(518)283-0454
62306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	2				(518)766-2164
62306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518)273-4293
62306	162325	634336	BRUNSWICK BEVERAGE	668 HOOSICK STREE	TROY	NY	12180	2			17897	(518)274-1100
62306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1		3459-0000		(518)477-4002
62306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	2				(518)272-8586
62307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	2				(914)255-7444
62307		667476	AUBURN NEWSSTANDS	MILEPOST 66 SOUTH	PLATTEKILL	NY	12568	2				(914)566-9001
62308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538	2				(914)229-5633

PAGE BREAK TOTAL ACCOUNTS 94 TOTAL QUANTITY 180

TEMPLATE TOTAL ACCOUNTS 94 TOTAL QUANTITY 180

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WHOLESALER PACKING INSTRUCTIONS

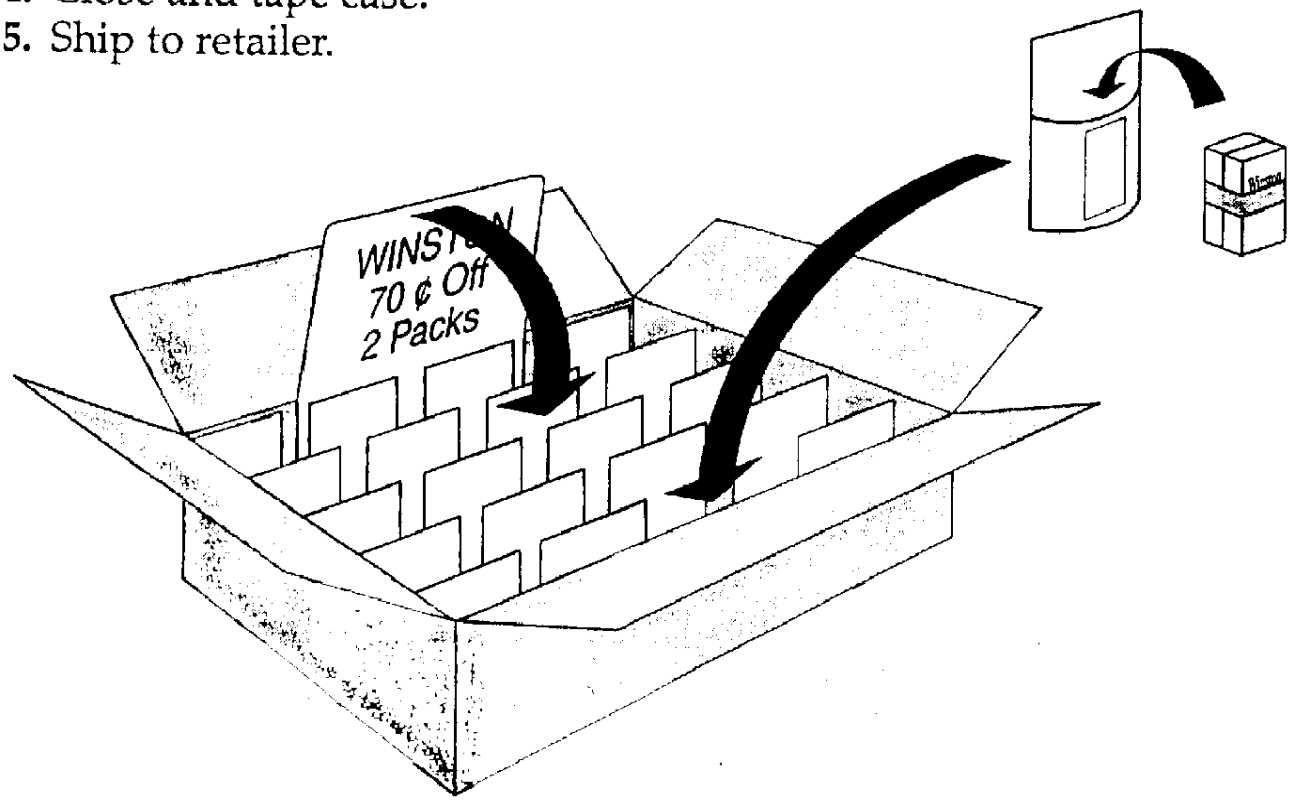
VALUE ADDED PROMOTIONS | 1ST QTR.'98

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 536285
Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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